

Message Text

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21

ACTION EA-10

INFO OCT-01 ISO-00 EB-06 RSC-01 /018 W

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P R 210815Z OCT 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 5384

UNCLAS TOKYO 13665

FOR OIM/KELLY

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE OF EXHIBITION REPORT ON COMMERCIAL REFRIGERATION
EQUIPMENT EXHIBITION

1. EXHIBITION: COMMERCIAL REFRIGERATION EQUIPMENT EXHIBITION

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN
OCTOBER 14-19, 1974

3. U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS: FOUR

A) AGENTS AND DISTRIBUTORS APPOINTED: NONE

B) AGENCIES/DISTRIBUTORSHIPS UNDER NEGOTIATION: SEVEN (FORTY-
TWO LEADS)

C) LICENSE AGREEMENTS UNDER NEGOTIATION: THREE (THIRTY-TWO LEADS

)

D) JOINT VENTURE AGREEMENTS CONCLUDED: NONE

E) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: FOUR (THIRTY-SIX
LEADS)

4. SALES AT EXHIBITION:

A) IMMEDIATE SALES: \$6,000

B) TWELVE-MONTHS SALES PROJECTION: \$10,015,000

5. REGISTERED VISITORS: 1,467 (1,510 HAND-COUNT)

6. TOTAL EXHIBITORS: TWENTY-FIVE

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A) NEW TO EXPORT: ONE

- B) NEW TO MARKET: SIX
- C) OLD TO MARKET: EIGHTEEN
- D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: TWELVE
- E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: THIRTEEN
- F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: NONE
- G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: SIX

7. NARRATIVE:

ELDON B. ERICKSON, COUNSELOR FOR ECONOMIC AND COMMERCIAL AFFAIRS, U.S. EMBASSY, PRESIDED AT CEREMONY 1700 OCTOBER 14 AND HOSTED RECEPTION FOLLOWING. TRADE CENTER'S GUEST OF HONOR, SHIZUTARO TURUTA, CHAIRMAN, JAPAN REFRIGERATION ASSOCIATION, RESPONDED WITH BRIEF CONGRATULATORY ADDRESS TO MR. ERICKSON'S REMARKS AND JOINED IN CUTTING CEREMONIAL RIBBON.

VISITORS FROM OUTSIDE TOKYO METRO AREA WERE 27 PERCENT OF TOTAL REGISTRATION, INCLUDED 136 REGISTRANTS FROM OSAKA-KOBE. HODGSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TOKYO13665
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740299-0097
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741029/aaaaayio.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 14 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <14 MAR 2002 by chappeld>; APPROVED <07 FEB 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CLOSE OF EXHIBITION REPORT ON COMMERCIAL REFRIGERATION EQUIPMENT EXHIBITION
TAGS: BEXP, JA
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005